

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

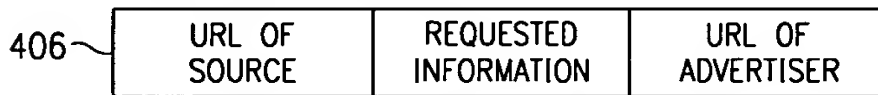


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

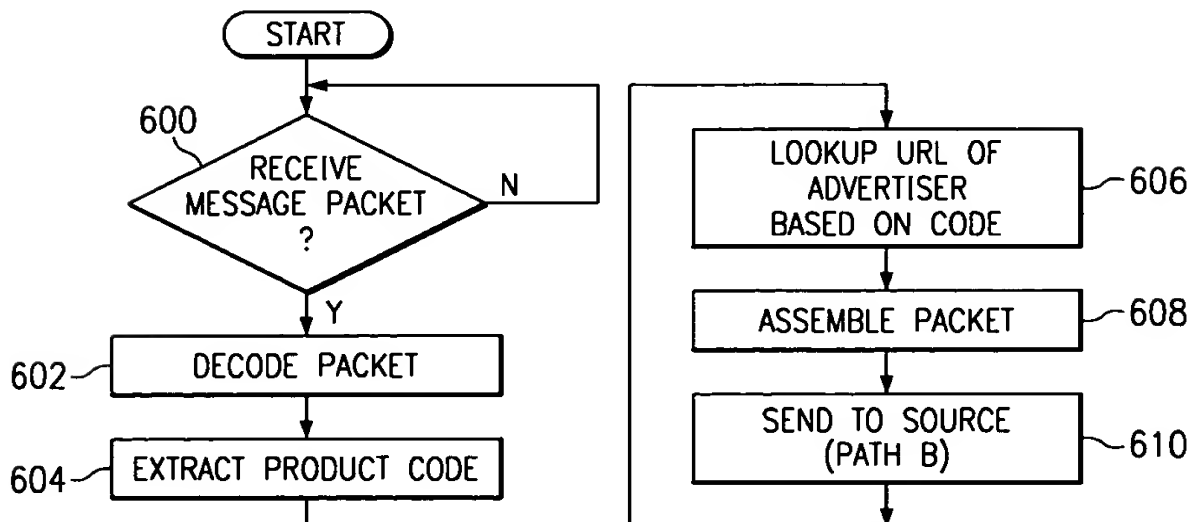


FIG. 6

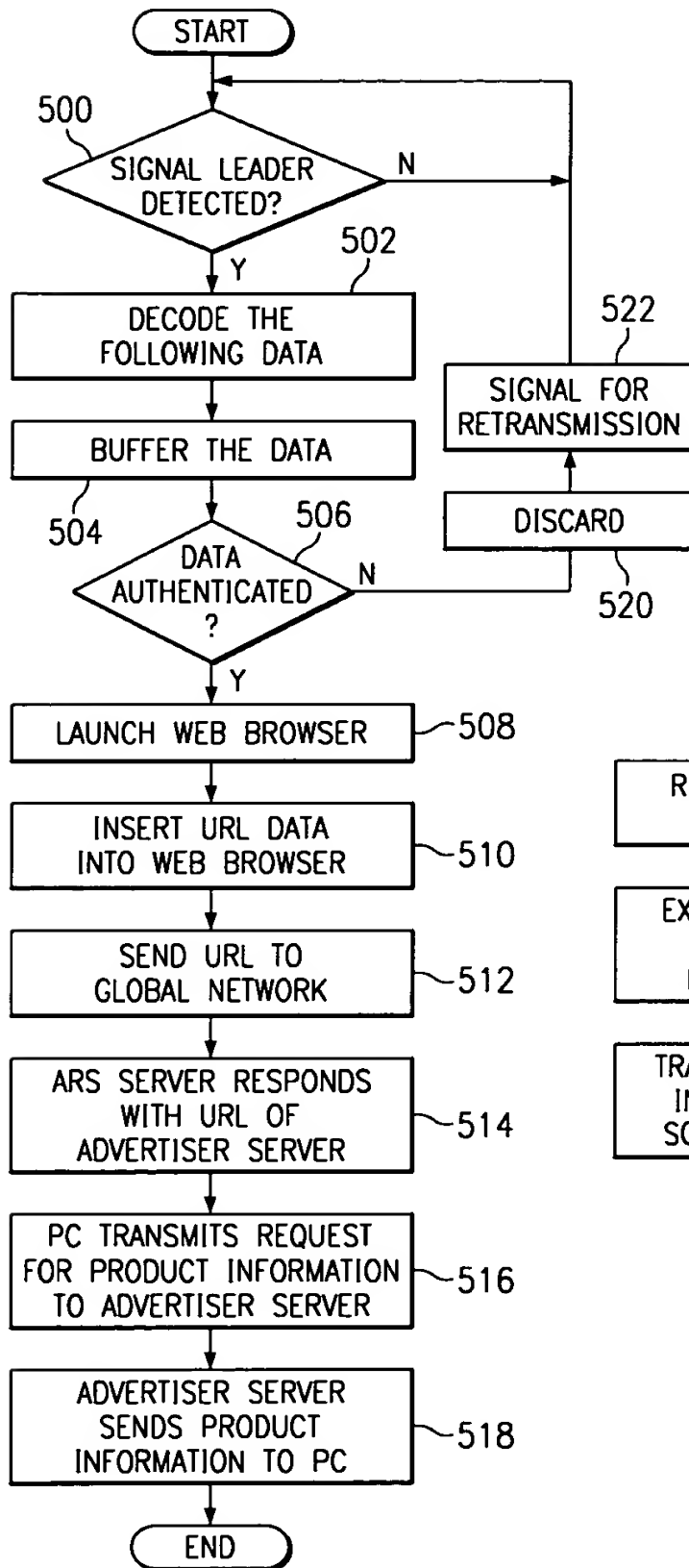


FIG. 5

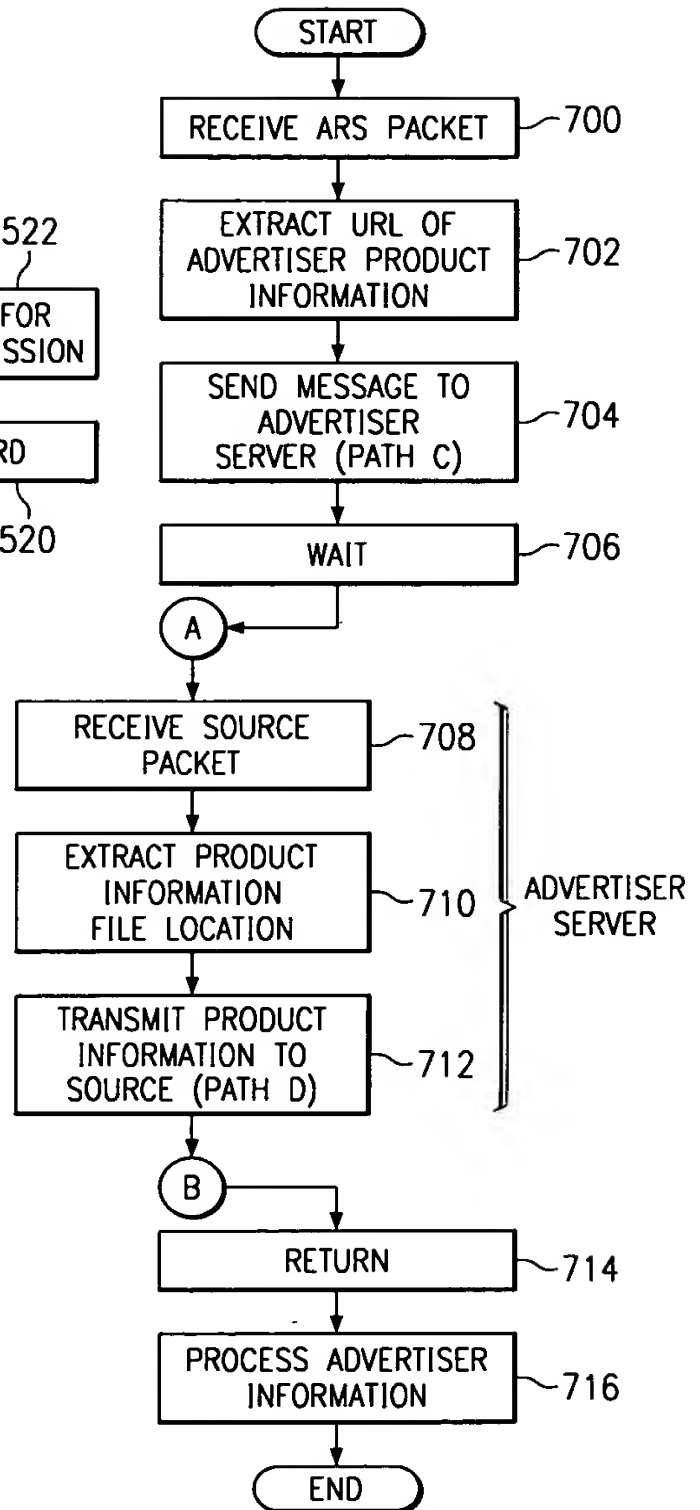


FIG. 7

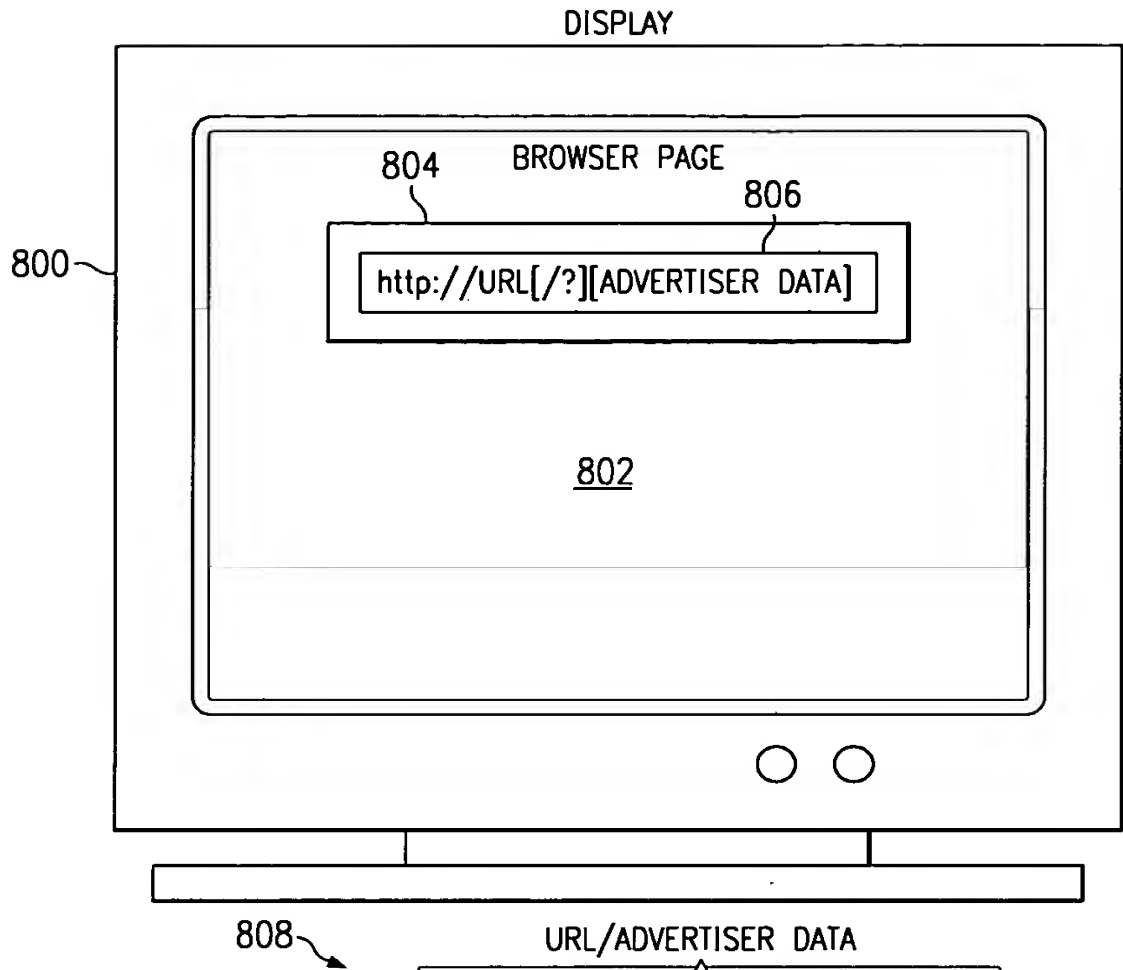


FIG. 8

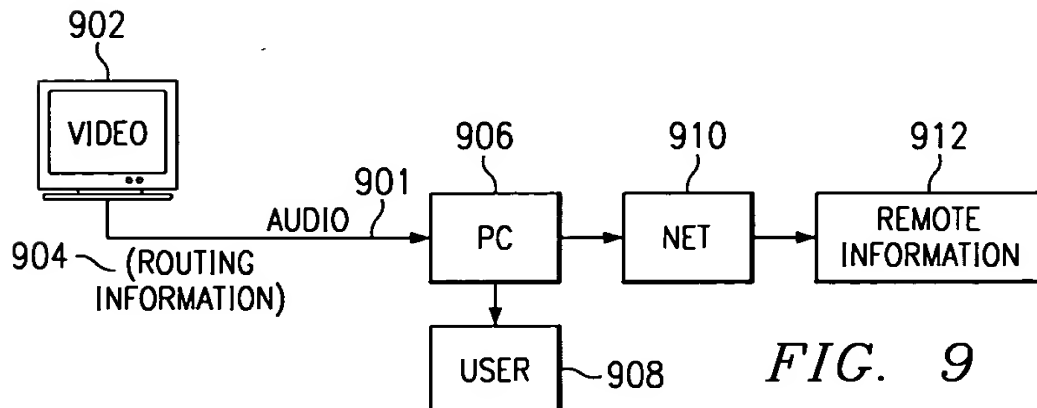
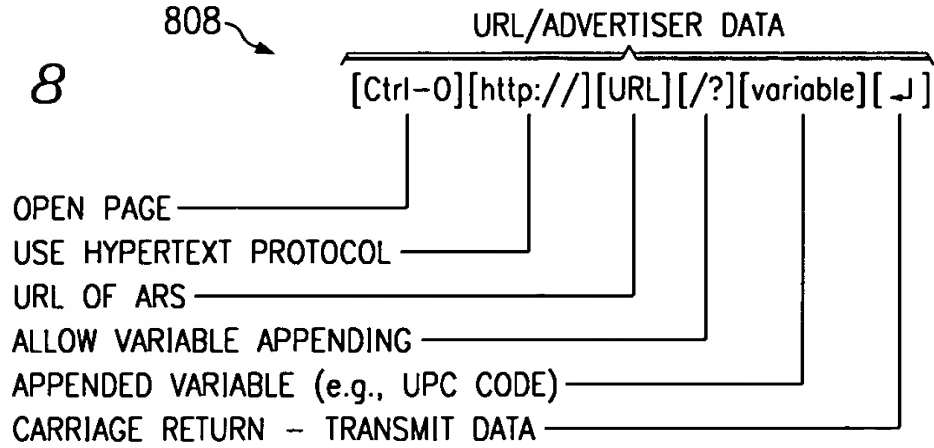
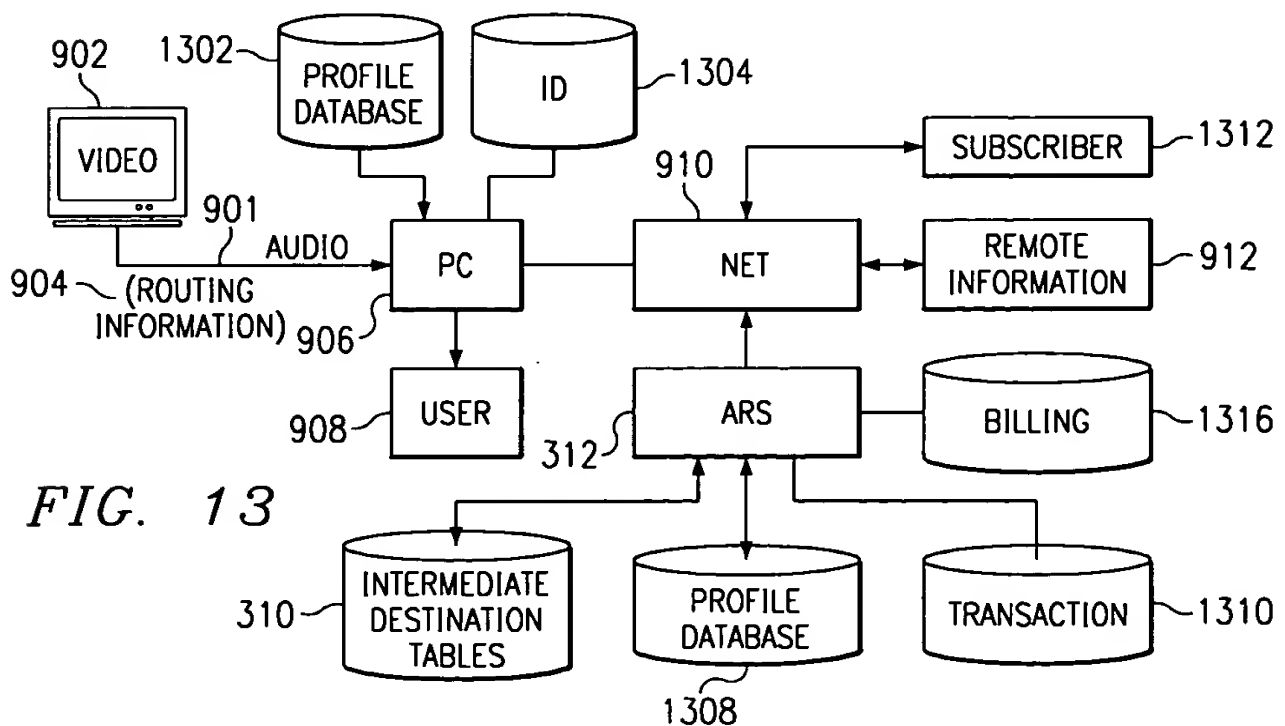
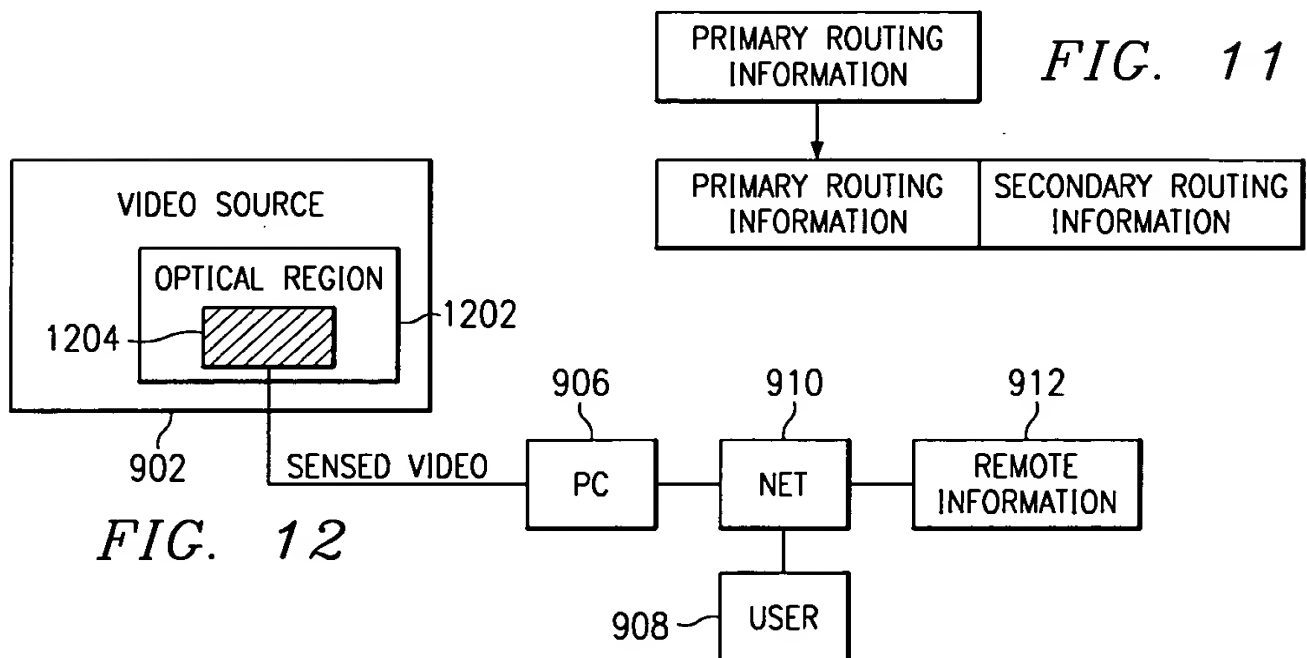
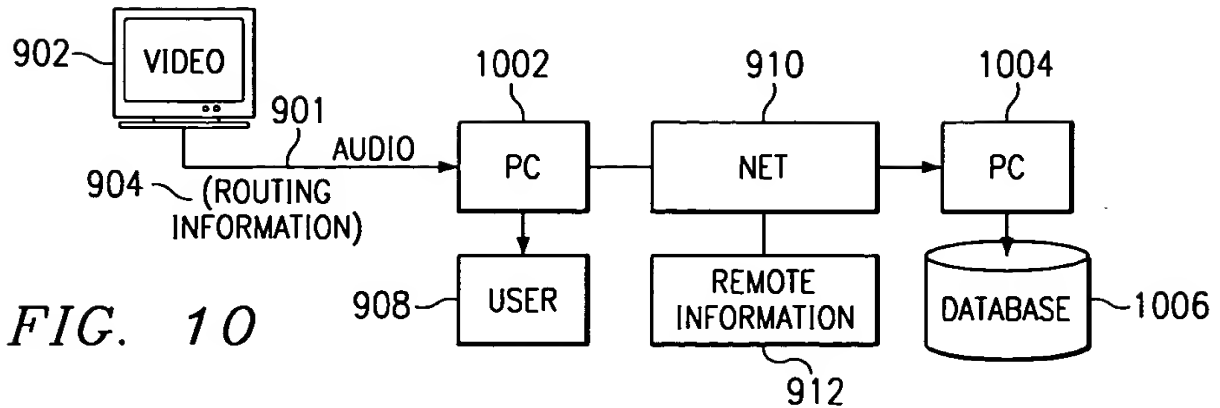


FIG. 9



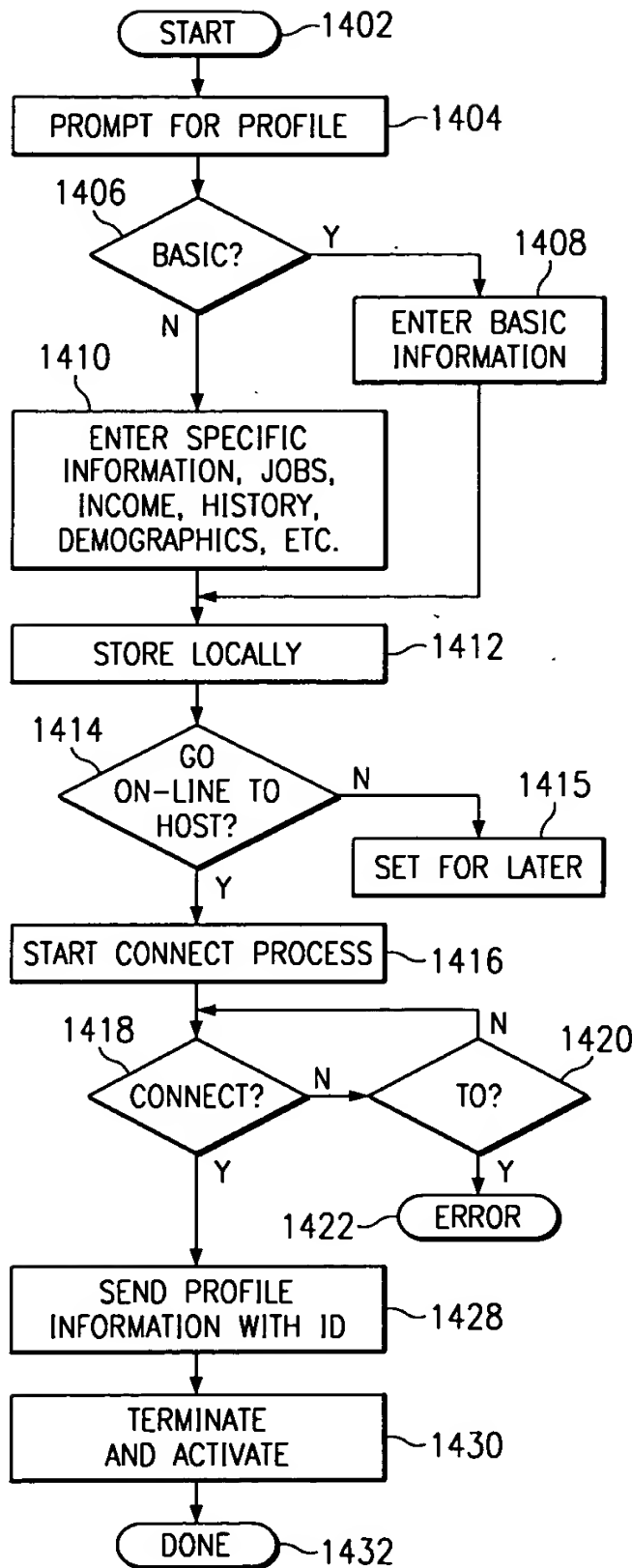


FIG. 14

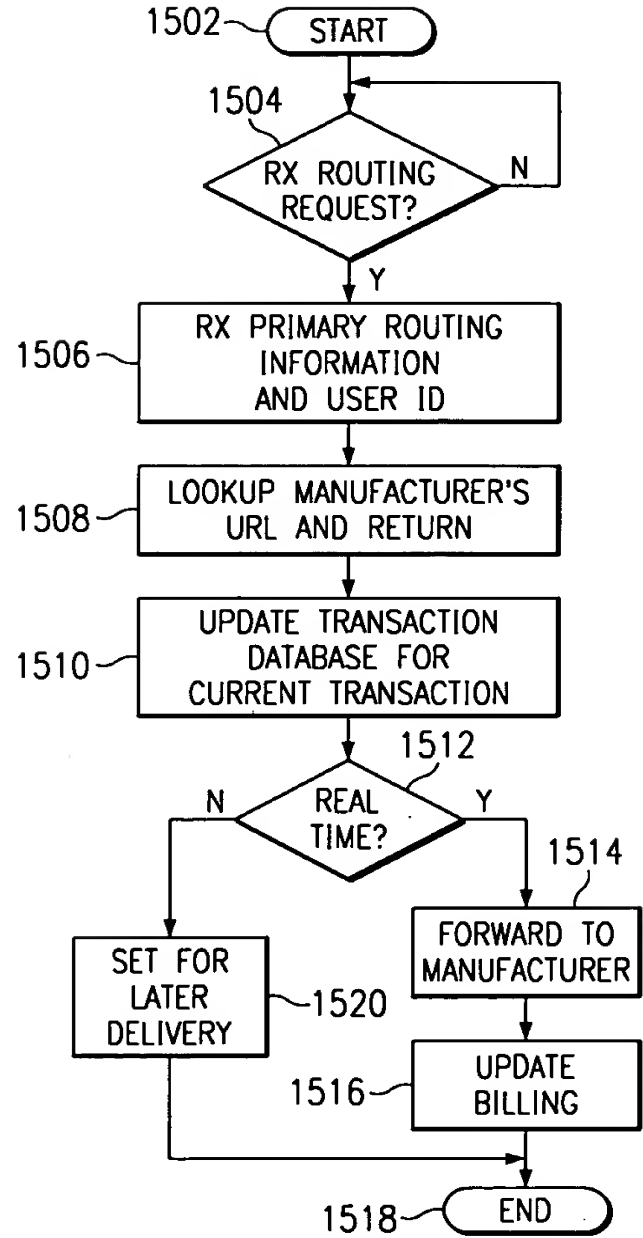


FIG. 15

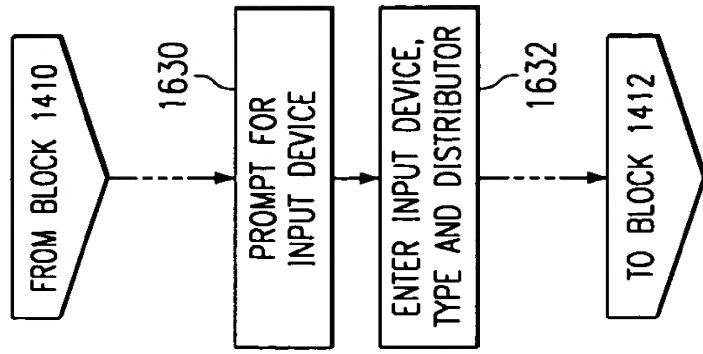


FIG. 16a

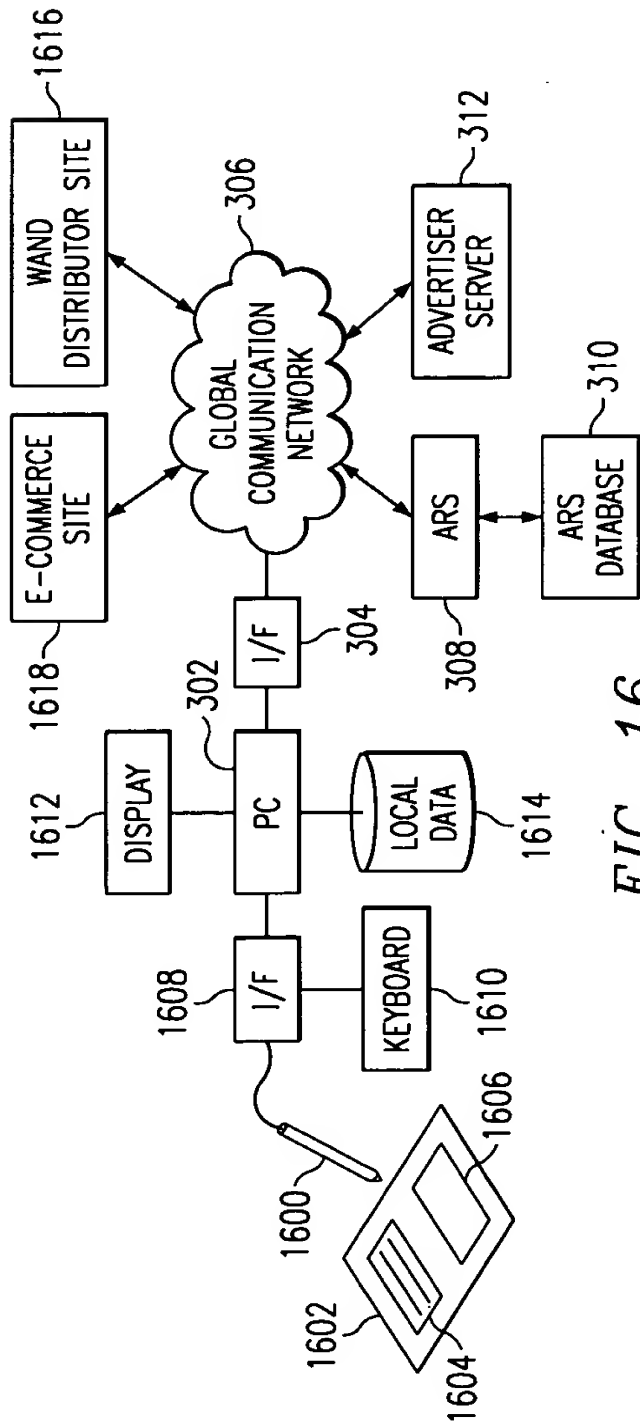


FIG. 16

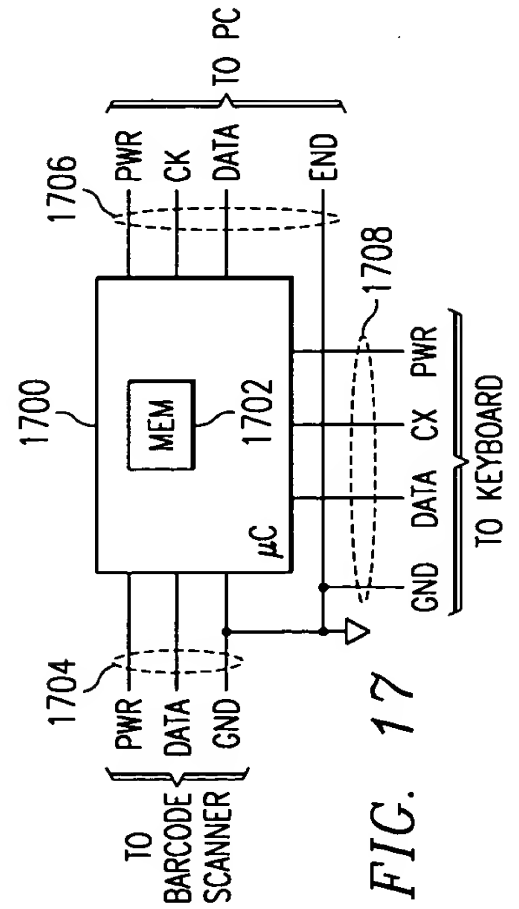


FIG. 17

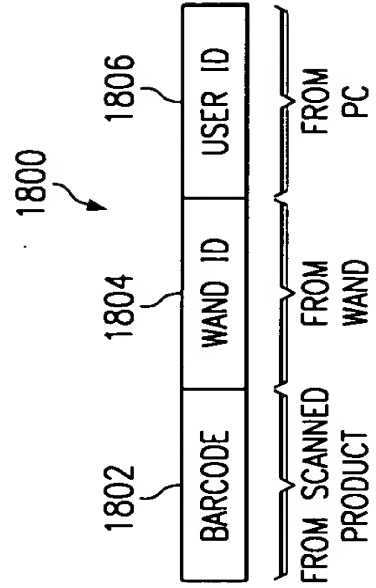
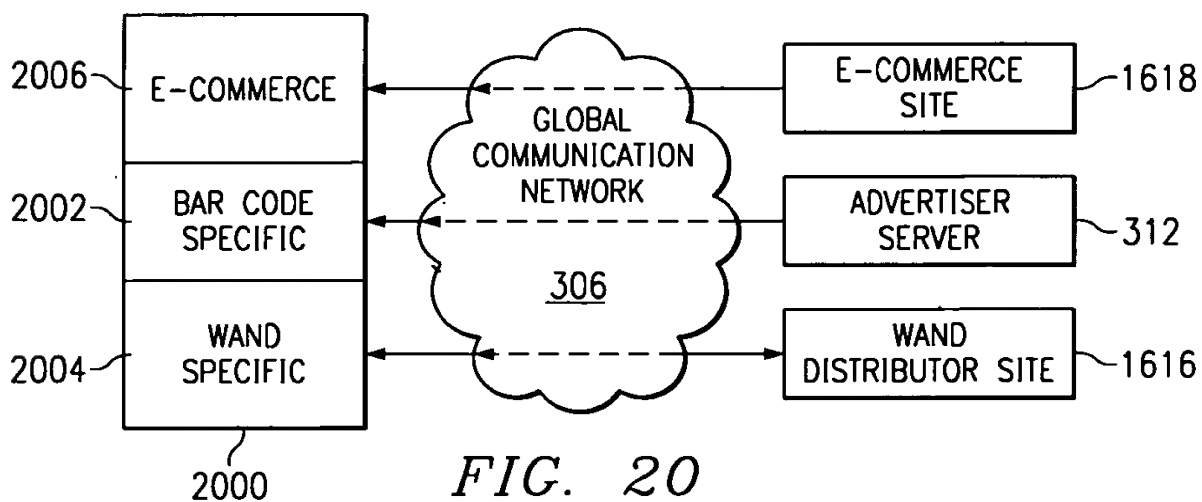
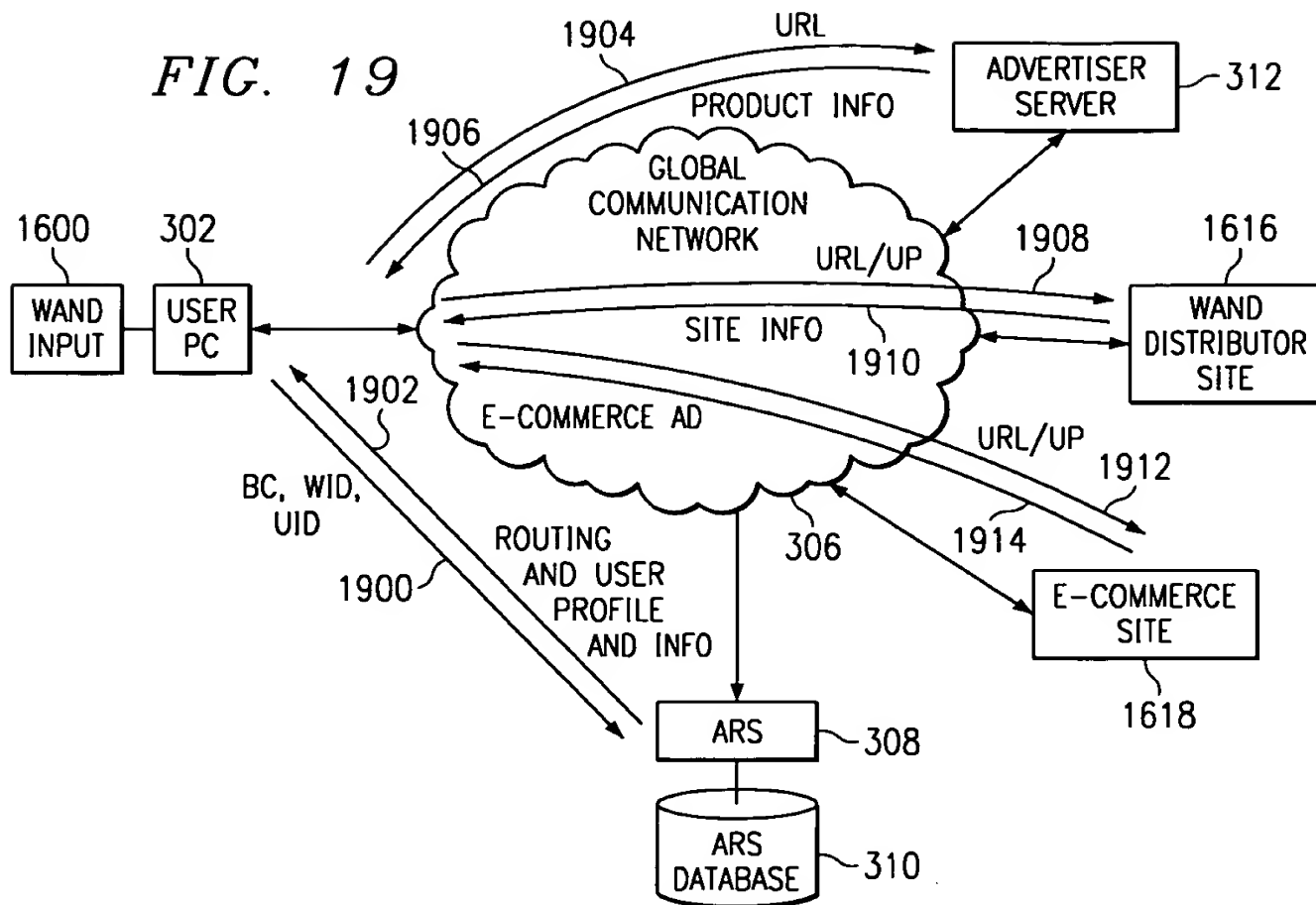


FIG. 18



2102 PRODUCT		2104 WAND		2106 USER	2108 E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

FIG. 21

2100

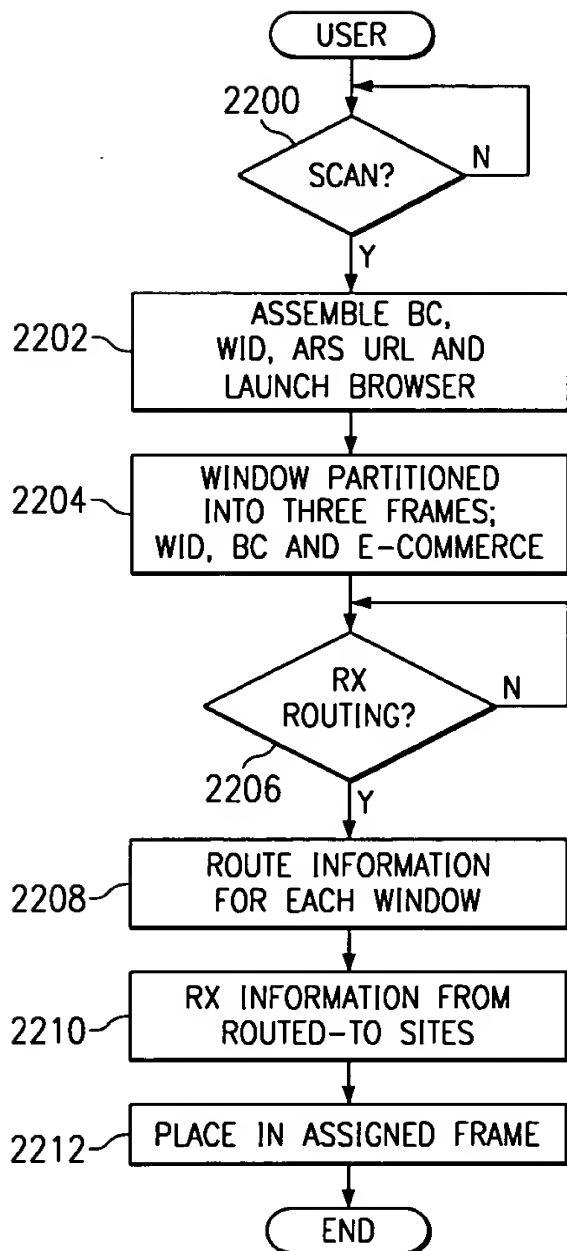


FIG. 22

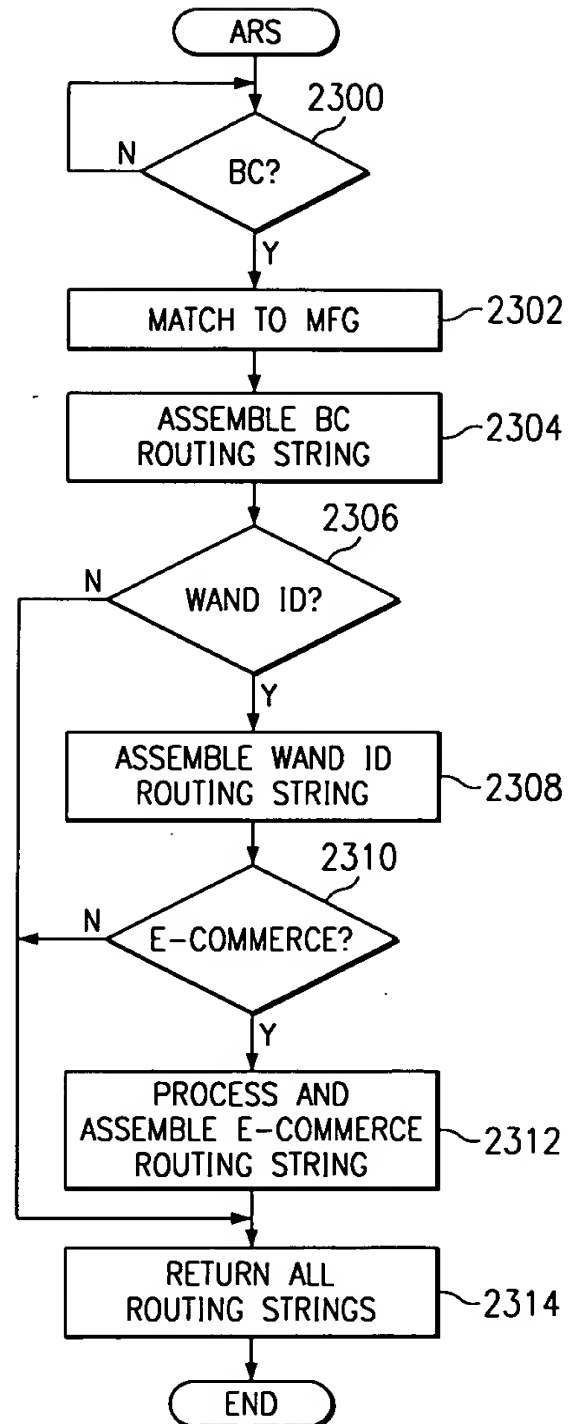


FIG. 23

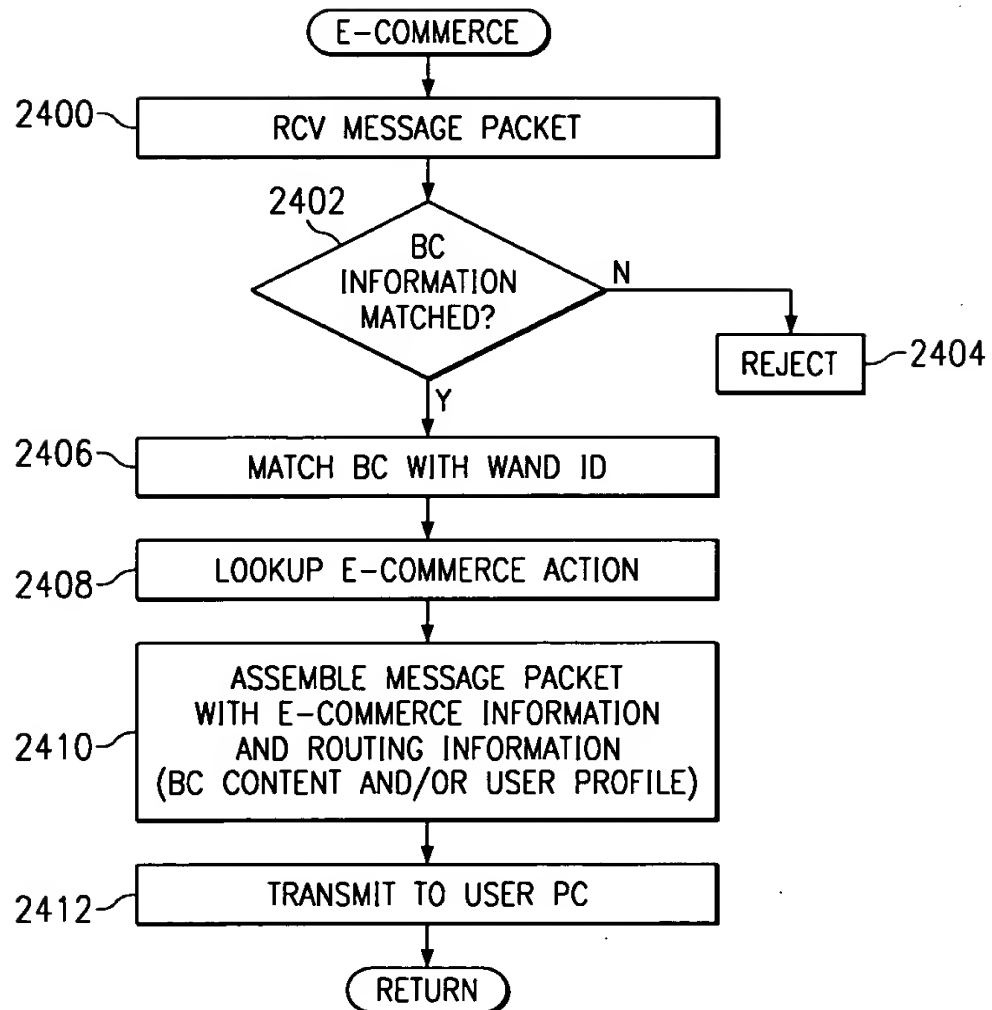


FIG. 24